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VS

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/518,296	12/16/2004	Per Bergqvist	66352-034	8310
25269	7590	02/05/2008		
DYKEMA GOSSETT PLLC			EXAMINER	
FRANKLIN SQUARE, THIRD FLOOR WEST			DEAN, RAYMOND S	
1300 I STREET, NW				
WASHINGTON, DC 20005			ART UNIT	PAPER NUMBER
			2618	
			MAIL DATE	DELIVERY MODE
			02/05/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Advisory Action Before the Filing of an Appeal Brief	Application No.	Applicant(s)
	10/518,296	BERGQVIST, PER
	Examiner Raymond S. Dean	Art Unit 2618

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 07 January 2008 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:
 - a) The period for reply expires 3 months from the mailing date of the final rejection.
 - b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 - (a) They raise new issues that would require further consideration and/or search (see NOTE below);
 - (b) They raise the issue of new matter (see NOTE below);
 - (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 - (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).
4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. Applicant's reply has overcome the following rejection(s): _____.
6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____

Claim(s) objected to: _____

Claim(s) rejected: _____

Claim(s) withdrawn from consideration: _____

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:

See Continuation Sheet.
12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). 0108
13. Other: _____



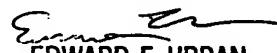
Raymond S. Dean
January 31, 2008
571-272-7877

Continuation of 11. does NOT place the application in condition for allowance because:

Examiner respectfully disagrees with Applicants' assertion on Page 3, 6th Paragraph "Consequentially, the teachings of Hurst are unrelated to remapping of the unique identity ...". The IMEI, which is the unique identity, is binded, which is the mapping, to the service options, which are the properties, thus enabling the user of a mobile device to have access to said options. The service options such as multimedia content are an indicator of the type of terminal such as a multimedia terminal or device. Thus, when one applies the broadest reasonable interpretation, the claim limitations in question read on Hurst.

Examiner respectfully disagrees with Applicants' assertion on Page 3, 7th Paragraph "The combination of Jokinen and Hurst does not give rise to the method to automatically adapt information ...". Jokinen teaches this feature (See Jokinen Section 0063 lines 8 - 15). The combination of Jokinen and Hurst, as detailed in the Office Action dated February 23, 2007 and the Office Action dated September 5, 2007, teaches all of the claim limitations of Claim 1.

Examiner respectfully disagrees with Applicants assertion on Page 5, 1st Paragraph "there is no teaching of monitoring and probing ...". Hurst further the step of detecting the type of terminal being carried out by monitoring and probing signal links (Cols. 9 lines 45 - 53, 11 lines 62 - 67, 12 lines 1 - 3, monitoring of the transmission path yields the URL, which is an indicator of the service option and thus the type of terminal). The word "may" as used in the cited portions of Cols. 11 and 12 of Hurst means permitting or allowing the identification information to be transmitted using any known wireless transmission protocols such as WAP or SMS. The word "may" does not "might" or "possibly" in this case.



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